

**AMENDMENTS TO THE CLAIMS**

1-20. (Canceled)

21. (Currently Amended) A method of notifying a participant that a network accessible item is of current interest, including:

receiving from the participant an indication of interest in one or more interest categories;

receiving in real time from an alerting user an alert from an alerting entity regarding the network accessible item, wherein:

the alerting user is not the participant;

the network accessible item is associated with content that changes over time;

the alert indicates that the content of the network accessible item at the current time is of interest; and

the alert is based on a change in the content of the network accessible item;

processing the alert, wherein the processing includes; and

assigning at least one interest category to the network accessible item; and

calculating a list rank value for the network accessible item, wherein the calculating is based at least in part on the network accessible item's assigned at least one interest category; and

notifying the participant that the network accessible item is of current interest, wherein;

the network accessible item is associated with at least one interest category in which the participant previously indicated interest; and

the notifying is based at least in part on the network accessible item's calculated list rank value.

~~wherein the alerting entity is not the participant; and the item is associated with content that changes over time and the alert indicates that the content of the item at the current time is of interest.~~

22. (Previously Presented) The method according to claim 21, wherein the item is identified by a Universal Resource Locator (URL).

23. (Previously Presented) The method according to claim 21, wherein the item includes dynamic content.

24. (Currently Amended) The method according to claim 21, wherein the alert includes an interest category assigned by the alerting userentity.

25. (Currently Amended) The method according to claim 21, wherein processing the alert further includes determining an alert intensity.

26. (Currently Amended) The method according to claim 21, wherein processing the alert further includes determining an alert intensity based at least in part on the alerting user's entity's identity.

27. (Currently Amended) The method according to claim 21, wherein processing the alert further includes updating a timestamp.

28. (Previously Presented) The method according to claim 21 further including storing data associated with the alert.

29. (Currently Amended) The method according to claim 21, wherein processing the alert further includes using data associated with a previous alert.

30. (Currently Amended) The method according to claim 21, wherein processing the alert further includes determining an intensity rank.

31. (Currently Amended) The method according to claim 21, wherein processing the alert further includes determining an intensity rank that decays exponentially with time.

32. (Currently Amended) The method according to claim 21, wherein processing the alert further includes:

determining an intensity rank; and

in the event the intensity rank is below a threshold, deleting data associated with the item.

33. (Canceled)

34. (Currently Amended) The method according to claim 21, wherein the participant is notified about a plurality of items of current interest and the plurality of items are selected based at least in part on at least onean interest category in which associated with the participant previously indicated interest.

35. (Previously Presented) The method according to claim 21, wherein the participant is notified about a plurality of items of current interest and the plurality of items are selected based at least in part on intensity rank.

36. (Previously Presented) The method according to claim 21, wherein the participant is notified about a plurality of items of current interest and the plurality of items are ordered with respect to each other.

37. (Previously Presented) The method according to claim 21, wherein the participant is notified about a plurality of items of current interest and the plurality of items are selected based at least in part on a sensitivity level associated with the participant.

39. (Previously Presented) The method according to claim 21 further including displaying to the participant content associated with the item of current interest.

39. (Currently Amended) The method according to claim 21 further including displaying to the participant content associated with the item of current interest via an interface configured ~~used~~ to obtain an interest category for the participant.

40. (Currently Amended) A system for notifying a participant that a network accessible item is of current interest, including:

an interface configured to:

receive from the participant an indication of interest in one or more interest categories; and

receive in real time from an alerting user an alert from an alerting entity regarding the network accessible item, wherein; and

the alerting user is not the participant;

the network accessible item is associated with content that changes over time;

the alert indicates that the content of the network accessible item at the current time is of interest; and

the alert is based on a change in the content of the network accessible item; and

a processor configured to:

process the alert, wherein the processing includes:

assigning at least one interest category to the network accessible item; and

calculating a list rank value for the network accessible item, wherein  
the calculating is based at least in part on the network accessible item's  
assigned at least one interest category; and  
notify the participant that the network accessible item is of current interest,  
wherein;  
the network accessible item is associated with at least one interest  
category in which the participant previously indicated interest; and  
the notifying is based at least in part on the network accessible item's  
calculated list rank value.  
~~wherein the alerting entity is not the participant; and the item is associated with~~  
~~content that changes over time and the alert indicates that the content of the~~  
~~item at the current time is of interest.~~

41. (Previously Presented) The system according to claim 40, wherein the item is identified by a Universal Resource Locator (URL).

42. (Currently Amended) The system according to claim 40, wherein processing the alert further includes determining an alert intensity.

43. (Currently Amended) The system according to claim 40, wherein processing the alert further includes updating a timestamp.

44. (Currently Amended) The system according to claim 40, wherein processing the alert further includes determining an intensity rank.

45. (Canceled)

46. (Currently Amended) The system according to claim 40, wherein the processor is further configured to display to the participant content associated with the item of current interest.

47. (Currently Amended) A computer program product for notifying a participant that a network accessible item is of current interest, the computer program product being embodied in a computer readable medium and comprising computer executable instructions to:

receive from the participant an indication of interest in one or more interest categories;

receive in real time from an alerting user an alert from an alerting entity regarding the network accessible item, wherein;

the alerting user is not the participant;

the network accessible item is associated with content that changes over time;

the alert indicates that the content of the network accessible item at the current time is of interest; and

the alert is based on a change in the content of the network accessible item;

process the alert, wherein the processing includes; and

assigning at least one interest category to the network accessible item; and

calculating a list rank value for the network accessible item, wherein the calculating is based at least in part on the network accessible item's assigned at least one interest category; and

notify the participant that the network accessible item is of current interest, wherein:

the network accessible item is associated with at least one interest category in which the participant previously indicated interest; and

the notifying is based at least in part on the network accessible item's calculated list rank value.;

~~wherein the alerting entity is not the participant; and the item is associated with content that changes over time and the alert indicates that the content of the item at the current time is of interest.~~

48. (Previously Presented) The computer program product according to claim 47, wherein the item is identified by a Universal Resource Locator (URL).

49. (Currently Amended) The computer program product according to claim 47, wherein processing the alert further includes determining an alert intensity.

50. (Currently Amended) The computer program product according to claim 47, wherein processing the alert further includes updating a timestamp.

51. (Currently Amended) The computer program product according to claim 47, wherein processing the alert further includes determining an intensity rank.

52. (Canceled)

53. (Previously Presented) The computer program product according to claim 47 further including displaying to the participant content associated with the item of current interest.

54. (New) The computer program product according to claim 47, wherein the alert includes a caption assigned by the alerting user.

55. (New) The method according to claim 21, wherein the alert includes a comment assigned by the alerting user.